



## PUBLIC EMPLOYEES RETIREMENT SYSTEM CAREER EXECUTIVE ASSIGNMENT EXAMINATION ANNOUNCEMENT

California State Government supports equal opportunity to all regardless of race, color, creed, national origin, ancestry, sex, marital status, disability, religious or political affiliation, age, sexual orientation, medical condition or pregnancy. It is an objective of the State of California to achieve a drug-free work place. Any applicant for state employment will be expected to behave in accordance with this objective because the use of illegal drugs is inconsistent with the law of the State, the rules governing Civil Service, and the special trust placed in public servants.

<b>DEPARTMENT:</b>	PUBLIC EMPLOYEES RETIREMENT SYSTEM	<b>RELEASE DATE:</b>	Thursday, August 6, 2009
<b>POSITION TITLE:</b>	Chief, Office of Public Affairs	<b>FINAL FILING DATE:</b>	Tuesday, August 25, 2009
<b>CEA LEVEL:</b>	CEA 2	<b>EXTENDED FINAL FILING DATE:</b>	
<b>SALARY RANGE:</b>	\$ 7,815.00 - \$ 8,616.00 / Month	<b>BULLETIN ID:</b>	08062009_1

### POSITION DESCRIPTION BACKGROUND

CalPERS is the largest public pension fund in the United States with a current investment portfolio of over \$192 billion. It serves approximately 1.6 million active members, retirees, survivors and beneficiaries through its retirement and health benefit programs, and pays over \$10.8 billion in retirement benefits annually. The membership in CalPERS' retirement program is comprised of roughly one-third State employees, one-third employees of local public agencies that contract with CalPERS for retirement benefits, and one-third classified school employees. In addition to the well-known retirement program, CalPERS administers a health program that serves over 1.3 million members in the Health Program. **DUTIES/RESPONSIBILITIES**

Under the general direction of the Director of External Affairs, the Chief, Office of Public Affairs, has primary responsibility for the extensive CalPERS public information and public affairs program. Key duties of the position include:

- Develops and implements a well defined communications plan to enhance the understanding of CalPERS and its programs
- Acts as a spokesperson on a broad base of issues, such as pension administration, health care, investments and corporate governance
- Advises the Director of External Affairs on the public relations and information implications of policy decisions; develops and recommends appropriate communication policy strategies
- Plans, organizes and directs communications and analytical staff engaged in public relations, public information, web and video and publication activities, graphic design and customer-related research services

- Develops management policy strategies to ensure the ongoing flow of information is consistent with the System's strategic plan
- Plans and prepares sensitive and highly complex material for dissemination through all major communications media
- Works collaboratively with other Division Chiefs through steering committees, business owner groups, internal corporate governance groups, and other cross-division operational efforts

## **MINIMUM QUALIFICATIONS**

Applicants must meet the following minimum qualifications:

### **Either I**

Must be a State civil service employee with permanent civil service status or who previously had permanent status in the State civil service.

### **Or II**

Must be a current or former employee of the Legislature, with two or more consecutive years as defined in Government code § 18990.

### **Or III**

Must be a current or former non-elected exempt employee of the Executive Branch with two or more consecutive years (excluding those positions for which salaries are set by statute) as defined in Government Code § 18992.

### **Or IV**

Must be a person retired from the United States military, honorably discharged from active military duty with a service-connected disability, or honorably discharged from active duty as defined in Government Code § 18991.

## **KNOWLEDGE AND ABILITIES**

Applicants must demonstrate the ability to perform high administrative and policy – influencing functions effectively. Such overall ability requires possession of most of the following more specific knowledge and abilities:

(1) Knowledge of the organization and functions of California State Government including the organization and practices of the Legislature and the Executive Branch; principles, practices, and trends of public administration, organization, and management; techniques of organizing and motivating groups; program development and evaluation; methods of administrative problem solving; principles and practices of policy formulation and development; and personnel management techniques; the department's or agency's Equal Employment Opportunity Program objectives; and a manager's role in the Equal Employment Opportunity Program.

(2) Ability to plan, organize, and direct the work of multidisciplinary professional and administrative staff; analyze administrative policies, organization, procedures and practices; integrate the activities of a diverse program to attain common goals; gain the confidence and support of top level administrators and advise them on a wide range of administrative matters; develop cooperative working relationships with representatives

of all levels of government, the public, and the Legislature and Executive branches; analyze complex problems and recommend effective courses of action; and prepare and review reports; and effectively contribute to the department's or agency's Equal Employment Opportunity objectives.

These knowledge and abilities are expected to be obtained from the following kinds of experience with substantial participation in the formulation, operation and/or evaluation of program policies (experience may have been paid or volunteer; in State service, other government settings, or in a private organization):

**CEA Level 1.** Supervisory/administrative experience in a line or staff activity, including the execution and/or evaluation of program policies.

**CEA Levels 2 and 3.** Broad administrative or program manager experience with substantial participation in the formulation, operation, and/or evaluation of program policies.

**CEA Levels 4 and 5.** Extensive managerial and program administrative experience which has included substantial responsibility for a combination of management functions such as program planning; policy formulation; organization coordination and control; and fiscal and personnel management. Where high technical professional qualifications are of primary importance in performing the duties of a given CEA position, then the above required experience may have been in a staff capacity exercising professional skills to influence and contribute to program, policy, and methods of providing those professional services. Primary examples are medical doctors and attorneys.

### **DESIRABLE QUALIFICATION(S)**

1. Experience in an administrative or executive capacity, at least equivalent to Staff Services Manager III, with responsibility for program administration, policy development and fiscal management relating to public affairs and communications issues
2. Extensive experience in a large communications organization, developing and maintaining media relations, and information programs related to investment, retirement and health business
3. Demonstrated ability working with the media to ensure accurate, consistent and frequent education on CalPERS programs
4. Demonstrated communication and negotiating skills and experience presenting issues before a wide range of audiences including a board or similar body
5. Knowledge of the California Public Employees' Retirement System's organization, goals, functions, its program policies, including its communications policies and protocols
6. Demonstrated ability to manage a diverse, highly creative team of communications professionals in a fast paced, high production environment

### **PERSONAL CHARACTERISTICS**

Acts in a professional manner and demonstrates a high degree of integrity, honesty, and ethical behavior; demonstrates openness and trust; establishes and builds rapport by modeling values-based behaviors; strong interpersonal and mentoring skills; promotes teamwork and cross-functional

collaboration and communication in support of CalPERS strategic goals; proven track record for managing multiple priorities, and promotes a high-performance culture where employees are encouraged and enabled to perform to their greatest potential.

### **EXAMINATION INFORMATION**

A minimum rating of 70% must be attained to obtain list eligibility. Hiring interviews may be conducted with the most qualified candidates. All candidates will receive written notification of their examination results. The result of this examination will be used only to fill the position of **Chief, Office of Public Affairs**, with the **PUBLIC EMPLOYEES RETIREMENT SYSTEM**. Applications will be retained for twelve months.

*The Results of this examination will be used only to fill this position and may be used to fill subsequent vacancies for this position for a period of up to twelve months.*

### **FILING INSTRUCTIONS**

#### **Interested applicants must submit:**

- A completed Standard State Application (Form 678).
- A "Statement of Qualifications". The Statement is a narrative discussion of how the candidate's education, training, experience, and skills meet the minimum and desirable qualifications and qualify them for the position. The Statement of Qualifications serves as a documentation of each candidate's ability to present information clearly and concisely in writing and should be typed and no more than two pages in length.
- Resumes do not take the place of the Statement of Qualifications.
- Resume must be included with application
- Names and telephone numbers of at least two references

#### **Applications must be submitted by the final filing date to:**

PUBLIC EMPLOYEES RETIREMENT SYSTEM, Human Resources Division  
400 Q Street, Room 3260 LPN, Sacramento, CA 95811  
Alda Ferreira | (916) 795-0426 | Alda\_Ferreira@CalPERS.ca.gov

### **ADDITIONAL INFORMATION**

Address for hand-delivery: Human Resources Division 400 P Street, Room 3260 Sacramento, CA  
Applications will be accepted until 5:00 PM, August 25, 2009. Questions concerning this examination should be directed to Alda Ferreira at (916) 795-0426.

### **SPECIAL TESTING**

If you have a disability and need special testing arrangements, mark the appropriate box in Part 2 of the "Examination Application." You will be contacted to make specific arrangements.

### **GENERAL INFORMATION**

If you meet the requirements stated in this bulletin, you may take this examination, which is competitive. Possession of the entrance requirements does not assure a place on the eligible list. Your performance in the examination described on this bulletin will be compared with the performance of others who take this test, and all candidates who pass will be ranked according to their scores.

The PUBLIC EMPLOYEES RETIREMENT SYSTEM reserves the right to revise the examination plan to better meet the needs of the service if the circumstances under which this examination was planned change. Such revision will be in accordance with civil service law and rules and all competitors will be notified.

**General Qualifications:** Candidates must possess essential personal qualifications including integrity, initiative, dependability, good judgment, and ability to work cooperatively with others.

**Class specs:** <http://www.dpa.ca.gov/textdocs/specs/s7/s7500.txt>